

Message Text

CONFIDENTIAL

PAGE 01 TEL AV 02537 021245 Z

46

ACTION NEA-12

INFO OCT-01 ADP-00 PRS-01 PA-03 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /029 W

----- 082715

R 021114 Z APR 73

FM AMEMBASSY TEL AVIV
TO SECSTATE WASHDC 7893
USIA WASHDC
INFO AMEMBASSY AMMAN
AMEMBASSY BEIRUT

CONFIDENTIAL TEL AVIV 2537

E. O. 11652: GDS
TAGS: PFOR, XF
SUBJECT: PLACEMENT OF USIA MATERIALS WITH ISRAEL TELEVISION

REF: STATE 59541

1. WE ARE SURPRISED TO FIND "VISION- USA" TELEVISION SERIES CALLED IN REFTEL " VERSION DESIGNED TO DESCRIBE USA TO ARAB AUDIENCES." USIA CIRCULAR 1765, JAN 1972, SHOWS THAT PRODUCER MARVIN LIPMAN WAS SCHEDULED TO TRY TO PLACE THIS FILM IN ABIDJAN, LAGOS, KINSHASA, NAIROBI AND ADDIS ABABA AS WELL AS TEL AVIV AND ARAB POSTS. USIA CIRCULAR 1293, ALSO JAN 1972, DESCRIBED PRODUCT AS " A NEW WORLD-WIDE COLOR TELEVISION SERIES ENTITLED VISION- USA." NO MENTION WAS MADE THAT THIS FILM WAS DESIGNED FOR ARAB AUDIENCES. IF SO, WHY DID LIPMAN BRING IT TO ISRAEL AND TRY TO SELL IT TO ISRAELIS?

2. WE HOPE AND ASSUME THOSE CONCERNED IN WASHINGTON ARE AWARE THAT ITV HEBREW SERVICE AND ARABIC SERVICE ARE SEPARATE ONLY IN TERMS OF PROGRAM PRODUCTION, NOT RPT NOT IN BROADCASTING. THERE IS SINGLE ISRAELI TV BROADCASTING SERVICE, WHICH CARRIES PROGRAMS IN ARABIC AND IN HEBREW ON SAME CHANNEL. AS WE MENTIONED IN TEL AVIV 2442, VISION- USA WILL BE SHOWN WITH HEBREW VOICE TRACK AND ARABIC SUB- TITLES; WHILE THIS MAY BE SOMEWHAT LESS " COMPETITIVE" WITH AMMAN, IT SEEMS TO US THAT IF COMPETITION IS REAL PROBLEM FOR ARABS THEY WILL HAVE SAME PROBLEM WITH HEBREW SERVICE USE. ON OTHER HAND, IT SHOULD BE

CONFIDENTIAL

CONFIDENTIAL

PAGE 02 TEL AV 02537 021245 Z

NOTED THAT SAME COMMERCIAL AMERICAN PROGRAMS ARE SHOWN BY JORDANIAN AND ISRAELI TV WITH NO APPARENT PROBLEM.

3. THIS TELEGRAM IS NOT A REQUEST FOR CHANGE IN DECISION ON VISION- USA BUT ONLY AN ATTEMPT TO MAKE OUR PROBLEMS CLEAR SO THAT NEXT TIME USIA WILL THINK ABOUT ULTIMATE PROBLEMS BEFORE MAKING ATTEMPT TO PLACE PRODUCTIONS WITH ITV.

ZURHELLEN

CONFIDENTIAL

*** Current Handling Restrictions *** n/a

*** Current Classification *** CONFIDENTIAL

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts:
Control Number: n/a
Copy: SINGLE
Draft Date: 02 APR 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973TELAV02537
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: RR
Errors: n/a
Film Number: n/a
From: TEL AVIV
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730432/aaaahmbb.tel
Line Count: 76
Locator: TEXT ON-LINE
Office: ACTION NEA
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 73 STATE 59541
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 27 DEC 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27-Dec-2001 by shawdg>; APPROVED <15-Jan-2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971119
Subject: PLACEMENT OF USIA MATERIALS WITH ISRAEL TELEVISION
TAGS: PFOR, XF
To: AMMAN
BEIRUT
NEA
SECSTATE WASHDC
USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

